KELSEY LEIGH DESIGN CO.



NEW CONSTRUCTION & RENOVATION INVESTMENT GUIDE



INDEX

03. Welcome

04. Why a Designer

05. A Few Kind Words

07. Services

08. Our Styles

09. Investment

11. How It Works

14. Is this a Fit?

15. FAQ

18. Next Step

19. Contact

Welcome

We're so glad you're here!

Building or renovating a home is one of the biggest projects you'll ever take on. Most people we meet are excited and a little overwhelmed at the same time. That's normal. It's also exactly where we come in.

This guide walks you through how we work, what it costs, and what to expect from us. If you still have questions when you get to the end, let's talk.

Warmly,

Kelsey McGregor

founder | principal designer



Why Hire a Designer

The hard part is everything between your inspiration board and a finished house — roughly three thousand decisions, most of which have to be made in a specific order, months before anyone can see the result.

That's the part we do.

FEWER DECISIONS

We narrow thousands of options down to the two or three that are right for your house.

NO EXPENSIVE DO-OVERS

Catching a problem on paper costs nothing. Catching it after the tile is set costs a great deal.

ONE COHESIVE HOUSE

We design the whole house at once, so it feels intentional rather than assembled.

A HOME THAT AGES WELL

We design for twenty years from now, not for this year.

SOMEONE IN YOUR CORNER

We speak your builder's language, so you don't have to.

A HOUSE THAT GROWS WITH YOU

The house you need today isn't the house you'll need in a decade. We design for both.

A Few Kind Words

"Kelsey helped us make selections for our new home. Her eye for putting it all together is impeccable. At one point along the journey I said, 'I love everything so much, and I can't believe this is my house!'"
– Amy B.

"I had such hopes and dreams for our custom built home but none of it would have happened without KLD. They took every idea to the next level and brought such unbelievable ideas to create our dream home! I would never do a home without them by my side. The team will truly become family! **They also saved me a lot of money, which made the whole process even more fun!**"
– Kindsey P.

"Kelsey's team is talented, organized, responsive, and fun! I tried our custom build without a designer at first, and that was a huge mistake. Extremely grateful we hired this team and highly recommend them to anyone with any kind of home design project. Save yourself the frustration and tears, and let them work their magic!"
– Courtney C.

featured in

MAGNOLIA JOURNAL · rue · House Beautiful · luxe INTERIORS+DESIGN · AD · GOOD HOUSEKEEPING


ROSE UNIACKE AT HOME

Design Services

FULL SERVICE DESIGN

Pre-construction · This is where most clients start

We handle every selection in your home — materials, finishes, cabinetry, lighting, plumbing, hardware, tile, paint — and hand your builder a complete set of documents to build from.

The earlier we start, the more we save you. Ideally we're involved at the architectural planning stage, before ground breaks.

PROJECT MANAGEMENT

Mid-construction · Recommended but not required · Can be added later

By the time the framing goes up, most people are worn out. The fun part of choosing is behind you, and what's left is a long stretch of questions that all sound urgent. That's the stretch we're built for. We catch what's drifting from the plan and take the calls — so you're never the one translating between your builder and the house you pictured.

In practice, we're not on site every day. Most of it happens by phone and email, with four to five walkthroughs at key milestones if you're local — and whenever else something comes up. You can add this once the design phase is done, as long as you give us some notice.

Our Styles

Three looks we come back to again and again. Most of our homes land somewhere between two of them — the fun part is figuring out which two are yours. Wherever yours lands, it'll be warm and approachable.



RUSTIC

Western heritage, grown up.

Ranch inspired living with reclaimed beams, saddle leather, blackened iron, hide underfoot, and timber that already looks like it's been through a few winters. Cowboy without the cliché.



EUROPEAN

Old world, built new.

Stone walls, color drenching, hand-troweled plaster, arched doorways, unlacquered brass, pattern play. Cottage in feeling, not in size. Nothing here is trying to look new — everything gets better as it wears, which is the whole point.



TRADITIONAL

Classic proportion, no costume.

Layered millwork, panelled walls, real antiques next to new upholstery, classic lighting, and brass or nickel left to patina. Formal enough for the front room. Comfortable enough that the kids still use it.

Investment

INITIAL CONSULTATION

$950

credited toward your first project payment

FULL SERVICE DESIGN

from $50,000

typically $12–16 per square foot

PROJECT MANAGEMENT

est. $2,000 per month

optional

OUT-OF-STATE TRAVEL

from $1,500 per day

billed as incurred

WHAT THAT LOOKS LIKE

For a 5,000 square foot new build, full-service design typically runs $60,000–$80,000, paid across three to five scheduled payments over the design timeline — not all at once.

WHAT COMES BACK TO YOU

Our clients receive a designer discount of 5–15% off retail on lighting and mirrors. Additionally, though our expert guidance we acheive meaningful savings on material selections. We know where to save and where to splurge.

“They also saved me a lot of money, which made the whole process even more fun.” — Kindsey P.

HOW PAYMENT WORKS

After your consultation you'll receive a custom Design Proposal with your exact scope and cost — no guessing. Once you approve it, your project is broken into three to five scheduled payments. The first is your non-refundable booking retainer, which reserves your place in our queue.

Your $950 consultation fee is applied to that first payment.

If we work together, the consultation costs you nothing.



How It Works

Four stages, start to finish. Most projects move from first conversation to builder handoff in about four to six months, depending on your architect and how quickly plans come together.

STAGE	WHAT HAPPENS	TIMELINE
01 CONSULT	We meet you, your plans, and your Pinterest boards	2 hours
02 PLAN & DIRECTION	We refine your floor plans with your architect and lock in your design direction	4–8 weeks *from signing
03 DESIGN	We select every finish in your home and present it — one round of revisions included	6–12 weeks *from final plans
04 HANDOFF	Your builder receives a complete spec book, and we walk them through it	2–6 weeks *from final revisions
+ BUILD SUPPORT	Optional. We stay on through construction	9–24 months

01 CONSULT

$950 · About two hours · In person or by Zoom

We spend this time learning how you actually live — who cooks, who's home at four o'clock, which room you'll fight over. We'll go through your questionnaire, your Pinterest boards, and your floor plan, marking it up as we talk. If you don't have plans yet, we'll capture your wishlist instead. Either way, you'll leave with the name of an architect we trust, plus our initial thoughts on your house.

---

02 PLAN & DIRECTION

4–8 weeks · Depends on architect availability

We work with your architect or draftsman to get the plans right — layout, elevations, windows, ceiling details, electrical and cabinetry placement. In parallel, you'll complete your Client Homework so we can pin down your aesthetic. This is the one stretch where we need real effort from you. After this, you hand it over, and we take it from there.

A note: KLD isn't a licensed contractor or architect. We work alongside qualified professionals so everything is executed safely and to code – and we're happy to refer you to architects we trust.





03 DESIGN

6–12 weeks · One round of revisions included

This is the heavy lifting. We select every finish in your home — every surface, every corner — and build it into a visual presentation so you can see your house before it exists. We bring at least two directions for each space. Then you tell us honestly what's working and what isn't, and we refine.

---

04 HANDOFF

2–6 weeks

Your builder gets a complete digital spec book — plumbing, lighting, tile and flooring, countertops, millwork, hardware, paint — and we meet with them to walk through it. You get a personal design portal for purchasing lighting and mirrors at trade pricing.

+ BUILD SUPPORT

Optional · Est. $2,000/month · 9–24 months

If you want us through construction, we're there for walkthroughs and site visits, and we stay in regular contact with your builder. Most of the value is in the problems you never hear about.

Is This a Fit?

WE'RE LIKELY A GREAT FIT IF...

- You're building or fully renovating, and you want it done once, done right.
- You'd rather hand this off than manage it yourself.
- You want a designer involved before construction starts.
- You want expert judgment to lean on, not just more options.
- Once a plan is set, you'd rather move forward than revisit it.

WE'RE PROBABLY NOT THE RIGHT FIT IF...

- You're refreshing a single room.
- You need selections finalized in under thirty days.
- You'd like to source and shop everything yourself.
- You'd like the freedom to change direction as the project unfolds.

Not sure where you land? Email us. We'll tell you straight.



FAQ

WHEN CAN WE START?

We can usually begin the design phase two to four weeks after your initial consultation. We're sometimes booked four to eight weeks out for new clients, so if you have a date in mind, tell us early.

To reserve your spot on our calendar, we will need a signed contract and booking retainer. Contract start dates are valid for one week.

WHAT IF I DON'T LOVE THE DESIGN?

You'll tell us, and we'll fix it. We present two directions for each space and build one round of revisions into every project. We'd much rather hear "I don't love this" in a presentation than have you live with it for twenty years.

*Note: Additional rounds will change the project proposal total.

HOW WILL I BE BILLED?

Your Design Proposal is broken into three to five scheduled payments across the design timeline and will be specified in your design proposal and agreement. The first payment is your booking retainer.

WHO WILL I WORK WITH?

You'll meet with Kelsey and your Lead Designer at the start. Kelsey oversees design direction and selections throughout. Day to day, you'll mostly talk to your Lead Designer and project manager. Jessica handles your account and any billing questions.

HOW WILL WE COMMUNICATE?

Email, scheduled calls and Zooms, and in-person meetings. You'll always know who to reach and when to expect an answer. Two things worth knowing: Wednesdays are reserved for uninterrupted creative work on client projects, and we stay out of the inbox on evenings and weekends. We think the work is better for it.

WHAT DO YOU NEED FROM ME?

Your completed Client Homework, architectural drawings, inspiration images, your budget and allowances, preferred vendors, and photos of your existing space (if applicable). We'll request all of it formally at the start of the design phase — you don't need to gather anything yet.

DO YOU TAKE RENOVATIONS?

Yes — full-house and whole-floor renovations, and we've done them all over the country. The process is much the same, though we spend more time up front on what's already there. Renovation project investments typically start at $750,000 in total construction budget.

WHAT IF MY PROJECT ISN'T IN OKLAHOMA?

We've designed homes in 20 states and four countries, and most of the process works beautifully from a distance. We'll travel when it helps — dimension take-offs, walkthroughs, and installation days. Travel starts at $1,500 per day depending on location and is billed separately.

WILL I GET 3D RENDERINGS?

Available on request, billed hourly. Our design boards usually give clients everything they need to see the space — but if you want renderings, we'll happily supply those.

IS FURNISHING INCLUDED?

Not in our construction design services — this covers everything built into the house: cabinetry, lighting, plumbing, tile, hardware, finishes, and paint.

Furniture, drapery, rugs, and art are our Furnishing & Décor service. You're welcome to furnish on your own, or we can take it on — most clients start partway through construction so everything arrives close to move-in. Existing clients take 5% off that design fee, and receive discounts on furnishings through our designer trade pricing.

ASK ABOUT OUR

furnishing & decor design services

5% DISCOUNT ON SECONDARY SERVICES



Next Step

READY WHEN YOU ARE

Fill out our Design Questionnaire (linked below) to begin the design process. It takes about ten minutes. Have your Pinterest links and a few photos of your space handy.

design questionnaire

Once we receive your questionnaire, Leah, our Director of Operations, will be in touch to schedule a complimentary 15-minute discovery call. She'll answer any questions you have and book your initial consultation.



Thank You

We're so excited to get started! We know this is a big undertaking. We also know exactly what it feels like on the other side of it — walking into a house that's finally, exactly yours.

That's the day we build toward with every client. We'd love for the next one to be yours!

Warmly,

Kelsey McGregor

Contact

SCHEDULING / GENERAL INQUIRIES

hello@kelseyleighdesignco.com

MEDIA, PRESS & PARTNERSHIPS

jennifer.m@kelseyleighdesignco.com

STUDIO

3233 N. Sooner Road, Edmond, OK 73034
Monday - Friday, 9 AM - 5 PM

FOLLOW ALONG

@kelseyleighdesignco | @kldheritagehouse